

# Adam Singh

Austin, TX • 407-421-4196 • [adamhsingh@gmail.com](mailto:adamhsingh@gmail.com) • [adamsingh.com](http://adamsingh.com) • [LinkedIn](#)

## DIRECTOR OF DEMAND GENERATION | PIPELINE & REVENUE GROWTH

Revenue-focused B2B SaaS marketing leader with 10+ years building full-funnel demand engines across startup and scale-up environments. Experienced driving new logo pipeline, lifecycle programs, expansion campaigns, ABM, partner and referral motions, and funnel operations in close partnership with Sales, RevOps, Product Marketing, Brand, and Customer Success. Strong player-coach who combines analytical rigor with hands-on execution to improve conversion, accelerate pipeline velocity, and grow revenue.

### CORE EXPERTISE

Demand Generation • Revenue Marketing • ABM • Paid Media • Lifecycle & Nurture • Expansion & Customer Marketing • Partner / Affiliate / Referral Programs • Pipeline Forecasting • Funnel Optimization • SDR Air Cover • Sales & RevOps Alignment • Lead Scoring, Routing & Attribution • HubSpot • Salesforce • Segment • Mixpanel • Looker • Gong

### EXPERIENCE

#### Co-Founder & CEO | Revlend

Austin, TX | 10/2022–Present

- Built the early demand engine and go-to-market strategy for a construction software platform, owning new logo pipeline creation across website, lifecycle, webinars, referral partners, and direct outreach
- Generated an 85–120 qualified opportunity quarterly run rate and improved demo-to-paid conversion by 18% through tighter ICP targeting, messaging, and handoff discipline
- Built KPI dashboards tracking CPL, CAC, MQL-to-SQL conversion, pipeline velocity, and marketing-sourced revenue contribution to support investment decisions and operating cadence
- Developed referral and advocacy motions with partners and early customers to increase proof points, trust, and pipeline quality

#### Head of Demand Generation | Pingboard

Austin, TX | 4/2022–10/2022

- Led inbound demand generation and lifecycle marketing in partnership with Sales, Product, Engineering, Support, Customer Success, and Marketing
- Built activation metrics with the CTO and Engineering team that reduced time-to-value by 23%, strengthening the PLG motion and improving conversion readiness
- Resolved reporting gaps across Segment, Redshift, Ruby, HubSpot, and Metabase, cutting decision-making lag by 3 weeks
- Managed consultants and agency partners that supported 14% average month-over-month MRR growth

#### Senior Manager, Product Marketing | ShipperHQ

Austin, TX | 10/2021–4/2022

- Led GTM execution for a high-growth SaaS platform, partnering with Product, Engineering, Sales, and leadership to improve acquisition, retention, commercialization, and expansion messaging
- Implemented HubSpot after a stalled rollout, reducing costs by \$8.4K annually and improving marketing infrastructure
- Supported enterprise pipeline growth by refining positioning, sales enablement, and targeted campaign execution

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## Senior Manager, Growth | ActivePipe

Austin, TX | 11/2020–6/2021

- Built the U.S. growth engine across product marketing, content, SEO, paid acquisition, events, and referral/rev-share programs as the first U.S. marketing team member
- Drove 67% marketing-originated MRR within the first 4 months by building a scalable multi-channel demand motion
- Built a long-term growth model across spend, CAC, break-even, and ROI to support scalable planning and channel allocation
- Partnered with the Australian marketing team on SEO strategy, increasing user acquisition 31% month over month

## Product Marketing Manager | TurnKey Lender

Austin, TX | 12/2019–4/2020

- Simplified onboarding for an enterprise software product and helped launch a touchless 14-day free trial-to-paid motion
- Validated positioning, features, benefits, and pricing through customer development and conversion analysis, helping achieve product-market fit in 30 days
- Built GTM assets and programs including release communications, sales enablement, content marketing, and paid campaigns

## Online Marketing Manager | ShipStation

Austin, TX / Los Angeles, CA | 9/2015–12/2019

- Owned online acquisition strategy across paid, SEO, and affiliate channels while managing marketing ROI reporting and budget accountability
- Drove 31% average year-over-year user acquisition growth over three years; SEO grew 106% year over year on average
- Led development of a \$20M marketing budget and coordinated with the CMO of Stamps.com ahead of earnings calls
- Implemented HubSpot to improve marketing-to-sales handoff, increasing conversion rate by 11%

## Digital Marketing Manager | Luminex Corporation

Austin, TX | 6/2014–9/2015

- Led global inbound marketing adoption, marketing automation, funnel optimization, and closed-loop reporting
- Integrated HubSpot and Salesforce lifecycle stages to identify funnel bottlenecks and increase lead-to-opportunity conversion by 31%
- Improved email performance through segmentation, testing, and cross-functional collaboration, increasing click-through rates by 23%

## EDUCATION

- MBA, Management — University of Miami
- BSBA, Finance — University of Central Florida

## TOOLS & PLATFORMS

HubSpot • Salesforce • Segment • Mixpanel • Looker • Metabase • Google Analytics / Tag Manager • Appcues • SendGrid • WordPress • Optimizely • VWO • Google / Yahoo / Bing Ads • Asana • Gong